



a publication of the
City of Phoenix Aviation Department

CONNECTIONS

REFLECTING ON
9 YEARS
OF
SUCCESS



Mayor Skip Rimsza

In 1994, a young man stepped in and took over as the new mayor of the City of Phoenix. At the end of 2003, Mayor Rimsza finished his term in office, having left behind a city and an airport that is much improved. Here is a look back at the events that have shaped Sky Harbor Airport, and the City of Phoenix Aviation Department, during the nine years Mr. Rimsza served.

1994

- Aviation began aggressive planning, involving all three Phoenix airports — Goodyear, Deer Valley and Sky Harbor.
- Sky Harbor entered into an inter-governmental agreement with the city of Tempe to begin to address noise concerns.

1995

- The Executive Terminal was renamed the Lincoln J. Ragsdale Terminal, in honor of one of the City's early leaders.
- The first passenger facility charge was implemented. Through the charges, a total of \$81 million was collected for construction projects, including the third runway and terminal expansion.

1996

- British Airways began the first transatlantic, non-stop flight from Phoenix to London.

1997

- Sky Harbor opened 5,000 new parking spaces in the East Economy lot.
- In 1997, Air Canada rolled in with non-stop service to Toronto.

1998

- All inter-terminal buses were replaced with buses running on compressed natural gas.

1999

- The City of Phoenix Aviation launched the disadvantaged business enterprise outreach program.
- Construction was completed on the new north concourse at Terminal 4. The expansion made room for twelve

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CELEBRATION OF FLIGHT



On November 18, 2003 Phoenix Sky Harbor International Airport celebrated the 75th anniversary of its first commercial flight. On that day in 1928, twelve passengers boarded a Ford Tri-Motor aircraft bound for Puerto Penasco, Mexico, known north of the border as Rocky Point. Ford Motor Company built 199 Tri-Motors from 1926-1933.

The Airport commemorated this anniversary with former Mayor Skip Rimsza and City of Phoenix officials as they welcomed a visit from a Ford Tri-Motor aircraft to Sky Harbor. The Ford Tri Motor that visited Sky Harbor for the celebration is one of only two still flying today. Aviation employees held a charity bid for tickets to ride on the Grand

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Above left: Emmette Graham was the traffic manager for Scenic Airways at Phoenix Sky Harbor in 1928. Today air traffic is managed by personnel in an air traffic control tower. Watch for a new control tower at Sky Harbor in 2006.

Right: In 1930, the Phoenix Sky Harbor passenger terminal and administrative offices were located in a grove of cottonwood trees.



Above: To kick off the anniversary of 100 years of flight and in celebration of the 75th anniversary of the first flight from Sky Harbor, a Ford Tri Motor aircraft made an appearance at the Airport. This is one of only two Ford Tri Motors still flying today. 199 of the aircraft were built between 1926 and 1933 to carry passengers.



NONSTOP FLIGHTS
TO COSTA RICA
ALREADY A SUCCESS



America West Airlines (AWA) began service to San Jose, Costa Rica on December 1st. This is the first nonstop flight between Phoenix and Costa Rica.

Costa Rica attracts over 1 million tourists per year due primarily to its impressive scenic beauty. "Customers can take full advantage of everything this beautiful tourist

destination has to offer including the warm beaches of Guanacaste, horseback riding through the Monteverde Cloud Forest, the Arenal Volcano, and white water rafting down the turbulent Reventazon River," stated America West Airlines CEO Doug Parker.

The daily flight will utilize an Airbus A319 departing Phoenix at 1:15 pm and arriving in San Jose at 7:15 p.m. local time. The return flight from San Jose departs at 8:40 a.m. and arrives in Phoenix at 1:12 p.m.

In conjunction with this flight, AWA also is offering customized vacation packages including roundtrip air transportation, hotel accommodations, and a variety of other options.

Costa Rica will be Phoenix's 17th nonstop international destination and America West's fifth new destination started in 2003. "This is a huge milestone for Phoenix as we have been trying to tap into the South American air service market for some time. This area has shown great promise and potential for additional service," stated Acting Aviation Director David Cavazos.

America West reports that the flight has been tremendously successful since its inception, and demand continues to remain strong for this flight.





CITY OF PHOENIX
AVIATION DEPARTMENT
MISSION:

To develop, operate and maintain a well planned and fiscally sound airport system that meets the needs of the traveling public, its tenants and its various aviation users.

Phoenix Sky Harbor International Airport is owned and operated by the City of Phoenix.

Phoenix officials, staff and the Phoenix Aviation Advisory Board are proud to represent the community in continually improving such an important part of the City, the Valley and the State.

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Mayor Skip Rimsza

District 1, Councilman Dave Siebert

District 2, Councilwoman Peggy Neely

District 3, Councilwoman Peggy Bilsten

District 4, Councilwoman Jessica Florez

District 5, Councilman Claude Mattox

District 6, Vice Mayor Greg Stanton

District 7, Councilman Doug Lingner

District 8, Councilmember Michael Johnson

*listed current at print date 12/03

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David Cavazos,
Acting Aviation Director

DIRECTOR'S
message

Looking back on 2003, we had tremendous success as an airport and as a community. The economy continued to improve, air travel increased, and Sky Harbor became the 5th-busiest airport in the world.

During the last two years, David Krietor often emphasized that the keys to success for Phoenix Sky Harbor International Airport are 1) America West Airlines' return to profitability; 2) Southwest Airlines continuing to promote Phoenix as a focus city; and 3) maintaining the commitment to invest in the Phoenix aviation system.

Well, we have good news to report. America West is profitable, a new concourse is under construction for Southwest Airlines and the Phoenix Mayor and City Council are advocating for continued efforts to meet the air travel demands of this community.

Like most businesses in the country today, we were faced with budget cuts and a hiring freeze in 2003. However, with strong support from the city manager, and through the efforts of our extraordinary aviation staff we were able to move forward in making improvements to Sky Harbor.

This year will bring many of the projects you have heard about over the last several years into focus. The new international walkway will be operational, the "Stage and Go" vehicle waiting area will be available to you, and construction will be underway for the new rental car facility and the new concourse in Terminal 4.

We will work with the airlines and the Transportation Security Administration on security improvements, and we will continue to build upon our partnerships with Luke Air Force Base and Williams Gateway Airport.

On behalf of our management and staff, let me close by saying that we are enthusiastic about working with Mayor Phil Gordon, the Phoenix City Council, the Phoenix Aviation Advisory Board and all of our business and community partners in 2004.



Left: In 1928 Phoenix Airport owner J. Parker Van Zandt offered courses in flying and mechanics, and boasted, "Free instruction every day the sun doesn't shine." Today flight instruction is still offered at Phoenix Sky Harbor for those wishing to take to the skies and learn to fly.

Below: Aviation Director David Krietor, former Mayor Skip Rimsza, Deputy City Manager Marsha Wallace and Acting Aviation Director David Cavazos stand in front of the visiting Ford Tri Motor aircraft on November 17, 2003.

CELEBRATION OF FLIGHT
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Canyon Airlines-owned plane, and the public was offered rides for a fee following the celebration. Former Phoenix Mayor Skip Rimsza and Aviation Advisory Board Chairman Mike Berglund were among the passengers.

"As we were taking off, I thought to myself, air travelers in the 1920's must have had a tremendous amount of courage," said Rimsza.

Scenic Airport, now known as Sky Harbor, was built in 1928 by J. Parker Van Zant. In 1935 the City of Phoenix purchased the Airport for \$100,000 from the ACME Investment Company which took over the airport in 1929. In those days there were just a handful of passengers per day. In the 1950's there were about 1,000. Today 100,000 passengers per day pass through Sky Harbor which amounts to 36 million per year.

2003 not only commemorates the 75th anniversary of Sky Harbor's first commercial flight but the 100th anniversary of powered flight which began with the Wright brothers on December 17, 1903. Celebrations were held throughout the country in December to celebrate such an important part of our history. Powered flight was certainly one of the most important accomplishments of the 20th century.



A PHOENIX
FIRST AT
SKY HARBOR

Mexico's President Vicente Fox landed at Phoenix Sky Harbor International Airport on Tuesday, November 4, 2003. This was the first time that a Mexican president has visited the Valley. President Fox and his wife, Marta Sahagun, were greeted by Governor Janet Napolitano, former Phoenix Mayor Skip

Rimsza, and Mexican Consul Ruben Beltran. A choir of 55 elementary school children from Herrera Elementary greeted the president and his wife.

"OUR PARTNERSHIP WITH MEXICO IS CRITICAL TO OUR MUTUAL, CONTINUED ECONOMIC SUCCESS."

brief remarks at Phoenix Sky Harbor International Airport. "It's a very special and unique occasion."

Fox addressed hundreds of people at the Arizona Biltmore alongside Governor Napolitano, America West CEO Doug Parker and ASU President, Michael Crow. Afterwards, Fox and Napolitano held a community meeting at Phoenix Civic Plaza hosted by the Mexican Consulate and the City of Phoenix.

Acting Aviation Director David Cavazos said, "Our partnership with Mexico is critical to our mutual, continued economic success. At Sky Harbor we see that success demonstrated every day in the high load factors on the Arizona-Mexico flights."



Mexican President Vicente Fox greets Phoenix upon his arrival as former Mayor Skip Rimsza looks on.

AFRAID TO FLY?

Check out a free FEAR OF FLYING seminar offered at Sky Harbor. You can also receive free information about flying without fear at [phxskyharbor.com/traveler assistance](http://phxskyharbor.com/traveler%20assistance).

SOUTHWEST AIRLINES official airline of the phoenix suns

“Wait a minute! Was that Stephon Marbury making that boarding announcement, or am I seeing things?”

No, your eyes weren’t deceiving you. On Monday, November 3rd, those definitely were Phoenix Suns basketball players working right alongside employees of Southwest Airlines in Terminal 4.

It was a special event, a “tip-off” to mark the new partnership between the airline and the team. The Suns and Southwest Airlines are in the first year of a partnership agreement in which Southwest will serve as the official airline of the Suns.

For two hours, Suns players made gate boarding announcements, took passengers’ boarding passes, and then boarded planes to interact with pilots, flight attendants, and passengers. Members of the Suns Dancers cheered passengers along the jetway as the Suns Gorilla and his Zoo Crew entertained in the gate area.

The new, expanded marketing partnership between Southwest and the Suns is a multi-year agreement. As the Suns official carrier, Southwest Airlines is now the exclusive airline partner for all Suns-

SOUTHWEST AIRLINES IS ONE OF THE MOST SUCCESSFUL AIRLINES IN THE BUSINESS AND HAS AN EXCELLENT TRACK RECORD IN SPORTS MARKETING AND SPONSORSHIPS.

related media. Southwest will be featured on outdoor billboards, on the team’s website, www.suns.com, and will participate in game media promotions as well as community relations events and projects with the Suns.

One unique feature of this new partnership involves the Southwest Airlines Rapid Rewards program. Starting with the current 2003-04 NBA season, Rapid Rewards members can receive Phoenix Suns tickets at a substantial savings. They

also will receive a 20 percent discount at all Team Shop locations. As a part of the community outreach effort, Southwest will donate 80 Suns tickets for each home game to schools and non-profit organizations.

“Southwest Airlines is one of the most successful airlines in the business and has an excellent track record in sports marketing and sponsorships,” said Harvey Shank, senior vice president of corporate sales for the Suns. “They have been a valued partner of ours for the past 11 years, and we are delighted to have them expand their level of involvement with us in such a significant way.”



Kristin Rezler and Carol Den Herder of Identity Marketing join Awards Chair Robin Arredondo-Savage in accepting the Tempe Chamber Business Excellence 2003 award.

TEMPE BUSINESS CHAMPIONS SALUTED

PHOENIX SKY HARBOR INTERNATIONAL AIRPORT SALUTES THE 2003 BREAKFAST FOR CHAMBER CHAMPIONS RECIPIENTS!

On November 14, Phoenix Sky Harbor International Airport and Arizona Public Service presented the Tempe Chamber of Commerce’s Seventh Annual Breakfast for Chamber Champions at the Sheraton Phoenix Airport Hotel. This was the Tempe Chamber’s annual awards breakfast to honor the best of the best.

The Business Excellence Awards were presented to Barbara Appenzeller, CPA, P.C., and to Identity Marketing. Prior to becoming a CPA, Appenzeller worked in law firms in various positions. “This background allowed me to better understand the operations of business,” she said. “It provided me with a truly unique perspective of the challenges facing business owners in today’s competitive environment, and how I can assist them through my services.”

Through commitment to customer service and streamlining the sales department, Identity Marketing has experienced record growth in sales and anticipates a 150 percent increase during the next fiscal year. This company has made a commitment to giving back two percent of all gross sales to support non-profit, educational and community organizations.

As part of the criteria for this award candidates must demonstrate uniqueness and innovation, support the community and the Chamber, provide outstanding customer service and demonstrate strong strategic planning.

“Through the Business Excellence 2003 awards, we are able to identify those individual businesses that exemplify the core values of excellence that we look for,”



Tempe Chamber President and CEO, Mary Ann Miller (left) presents the Business Excellence 2003 Award to Barbara Appenzeller, CPA, PC.

explained Chairperson Robin Arredondo-Savage. “These companies not only demonstrate business success and growth, but also value community involvement, dedication to their employees and a commitment to customer service.”

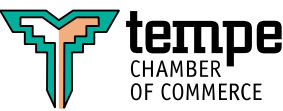


Aviation Director David Krietor welcomed the 300 guests and emphasized the importance of the partnership between Phoenix Sky Harbor and the Tempe Chamber.

“IT PROVIDED ME WITH A TRULY UNIQUE PERSPECTIVE OF THE CHALLENGES FACING BUSINESS OWNERS IN TODAY’S COMPETITIVE ENVIRONMENT, AND HOW I CAN ASSIST THEM THROUGH MY SERVICES.”

Barbara Appenzeller

YOUR SUCCESS IS OUR BUSINESS



Phoenix Airport Bureau Police Officer Russ Rader and new partner, Barny.

NEW HIRE HAS FOUR LEGS AND A STRONG NOSE

One of Sky Harbor’s newest employees is furry and wears a collar. His name is Barny (no “e”), and he joined his partner, Officer Russ Rader, to make up the fourth canine explosive detection team at the Airport.

Barny is a Belgian Malinois-similar to a slightly smaller version of a German shepherd-and he belongs to the TSA. Through a partnership with the Phoenix Police Department, and after finishing training at Lackland Air Force Base in Texas, Barny landed here at Sky Harbor.

“Barny earns a salary for the work he does,” said Officer Rader. “That salary pays for his food, veterinary care, and his other canine needs.”

Barny’s new job, along with the other dog teams, is to check baggage, aircraft, vehicles, buildings and parking lots for explosives. Because its sense of smell is thousands of times more sensitive than a human’s, a dog can find minute traces of dangerous materials.

Barny’s training began at the age of two, and he will continue to work for about ten years. Every day that Officer Rader works, Barny works, too. Although for Barny, the job is mostly play. “There’s a special toy he gets to play with after he’s performed his specific assignment. He lives for the chance to grab that toy, so it’s all a game to him,” says Rader.

If you see one of the dog teams at the Airport, you are always welcome to stop by and say hello. It’s fine to pet the dogs, but be sure to check with the officer first so the dogs are not startled. The canine team is just one of the many ways that the City of Phoenix works to provide a safe and secure environment at Sky Harbor.

REFLECTING ON
9 YEARS OF SUCCESS
continued from page 1

- new America West gates.
- City completed the Luke Auxiliary Three Land Exchange. The 1000 acres swap helped to protect Luke Air Force Base from potential closure.
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- 2000**
- Sky Harbor rolled into “Y-2K” without a computer glitch.
 - A new parking control system was in place, automatically calculating parking fees.
 - The South Air Cargo center officially opened.
 - In October, the first jet took off from the newly opened third runway.
 - The volunteer Navigators joined the Sky Harbor Team;
 - Terminal Two’s renovated retail center was completed.
 - The new East Economy garage opened, offering more than 2300 new parking spaces.
-
- 2001**
- 55 automatic external defibrillators were installed throughout the airport to assist in cases of stroke or heart attack. In the three years the AED program has been in place, seven lives have been saved.
 - By May, reconstruction of the north runway was completed, shifting it from asphalt to a more durable concrete surface.
 - The FAA approved Sky Harbor’s noise abatement plan.
 - Sky Harbor, along with the rest of the world, suffered the shock of the attacks on the Pentagon and the World Trade Center. The affect on aviation was immense. National security was increased at every American airport, including Sky Harbor.
 - Congress created the Transportation Security Administration.

-
- 2002**
- Another set of Airport Revenue Bonds were sold for a total of \$414 million to fund future construction.
 - Aloha Airlines began non-stop flights from Phoenix to Maui and Hawaiian Airlines added non-stop service to Honolulu.
 - New Phoenix Fire Stations 19 and 29 opened on the north and south sides of the airport.

-
- 2003**
- The volunteer Community Noise Reduction Program was launched. People living in the highest noise contour were given the opportunity to sell their homes to the city; to have their homes soundproofed; or to move into City infill housing.
 - Construction began on the new Air Traffic Control Tower.
 - Sky Harbor began construction on a new South Concourse in Terminal 4, adding more gate space for the airline.

There’s been tremendous change and tremendous growth during Mayor Skip Rimsza’s watch over Sky Harbor and the City of Phoenix Aviation Department. The Mayor’s commitment to improved infrastructure and customer service has launched the airport into national and worldwide favor.



Construction has begun on new FAA Air Traffic Control facilities to be complete in 2006. The new control tower will be almost twice as tall as the current tower.

NEW AIR TRAFFIC CONTROL
TOWER PLANNED

The Federal Aviation Administration (FAA) has begun construction of a new Airport Traffic Control Tower at Phoenix Sky Harbor International Airport.

United States Representative Ed Pastor was joined by William C. Withycombe, FAA Western-Pacific Regional Administrator, and former Phoenix Mayor Skip Rimsza at a ground breaking in 2003.

The new tower, with a design height of 320 feet, will provide controllers with unobstructed views of the entire airfield and permit visual and electronic monitoring of takeoffs, aircraft landings, and ground movement. When completed, it will replace the 181-foot tower west of Terminal 3, built in the 1970’s.

As part of the project, the FAA also will build a new Terminal Radar Approach Control (TRACON) facility at Sky Harbor. TRACON controllers monitor and control aircraft as they approach or depart the Airport area.

“This project truly will enhance the efficiency of the FAA’s operations at Phoenix Sky Harbor Airport by placing the control tower and TRACON facility in one location,” Withycombe said. “We appreciate the support and cooperation we’ve gotten from the many parties involved here, including Congressman Pastor, former Mayor Rimsza, and Sky Harbor officials. They’ve helped to make this project a reality.”

The present TRACON facility is on the northwest side of the Airport, but the new tower and TRACON will be built in a single structure just east of the Terminal 3 parking garage.

Construction is expected to be complete by mid-2006. The work will have minimal impact on the traveling public.

The new tower and TRACON are expected to cost approximately \$54 million and will be paid for with federal funds. The contractor is Jacobs Facilities of Alexandria, Virginia.

VISUALIZING SUCCESS
automated people mover animation project a winner



Phoenix Aviation Advisory Board Chairman, Michael Berglund (left); Mr. Ron J. Drnevich, President and CEO of Gannett Fleming and Aviation Director David Kriotor proudly display the Bentley Success Award. The award was presented at a Phoenix Aviation Advisory Board meeting. Meetings are held on the third Thursday of the month.

The Automated People Mover (APM) will be a big part of the future of Phoenix Sky Harbor Airport. When complete in 2007, this state-of-the-art rail system will link passengers to terminals, parking, and services at the Airport.

Even in these early stages of the design process, work on the APM has already been recognized for excellence. Gannett Fleming, facility designer for the APM project, has received the 2003 Bentley Success Award for their 3D animation of the APM project. The award was presented by Bentley Systems, creator of the software used in the animation.

During a recent Phoenix Aviation Advisory Board meeting, representatives of Gannett Fleming shared the award with City of Phoenix Aviation Director David Kriotor.

“The Automated People Mover is one of the keys to the future of the Airport,” said Kriotor. “We’re proud of Gannett Fleming and honored that they want to share the award with us.”

The APM will be an elevated and underground rail system that will connect the economy parking on the east side of the Airport complex with the three terminals. The rail will bring passengers directly to Terminals 3 and 4. A moving walkway will connect to Terminal 2. Eventually, the APM will connect with the City’s light rail system.

PASSENGER FEEDBACK DRIVES RETAIL REDEVELOPMENT

Recently Phoenix Sky Harbor International Airport hosted Improve Our Terminal Day (IOT), dedicated to gathering feedback about retail, food, beverage, and service offerings available at the Airport. Over 3,000 people participated in the survey which spanned four days in order to capture a wide segment of travelers.

Pictures of items next to product, food, or service titles created an intuitive and user-friendly survey. Airport passengers, meeters and greeters, and employees participated in the survey. The survey took under two minutes to complete.

The Improve Our Terminal Day survey was part of a three-tiered process to help redefine the Terminal 4 retail redevelopment project which was put on hold after September 11th 2001 and is now moving forward. In addition to the IOT day, the Aviation Department’s Business and Properties Division conducted focus groups and other surveys in Terminal 4. “The Improve our Terminal Day was the most visible, innovative, and certainly the most exciting part of this process,” said Paula Kucharz, Aviation Department Economic Development Program Manager. “We received an incredible amount of positive feedback from the public who thanked us for including their opinions in the remodel process. Participants thought the survey was fun and easy and were happy to be a part of this effort,” said Kucharz. The information gathered from the survey will be used in deciding which services, products, and foods will be included in Terminal 4’s retail redevelopment.

The first phase of redevelopment is expected to begin construction in Spring 2004. “It is important for the Airport to complete this redevelopment project while continuing to provide services with a high degree of efficiency, “ said Kucharz.



Design concepts are being considered for the Terminal 4 retail redevelopment project.

If you have any feedback concerning the retail, food and beverage, and service offerings available at the Airport, please visit www.phxskyharbor.com and click on Contact Us.